

ORDER



KLAS

Orders Order / Rev: 37064
Alt Order #: 08855204
Product Desc: Issue
Estimate: 1656
Flight Dates: 08/23/12 - 08/30/12
Original Date / Rev: 08/22/12 / 08/22/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Waterfront Strategies
Buying Contact: _____
Billing Contact: _____
1010 Wisconsin Avenue
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Patriot Majority
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	1	\$1,000.00	\$850.00
08/27/12	08/30/12	13	\$14,000.00	\$11,900.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	1	\$1,000.00	\$850.00	0.00
September 2012	13	\$14,000.00	\$11,900.00	0.00
Totals	14	\$15,000.00	\$12,750.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$15,000.00
Market	100%	\$50,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,500.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,500.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/27/12	08/29/12	8 News Now 6a M-F	CM	6-7a	MTW----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00
8 NEWS NOW AT 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	MTW----		2	\$1,200.00			0.00					
E 2	8	08/27/12	08/29/12		CM	7-9a	MTW----	:30	2	\$1,200.00	LV1	0.00	NM	2	\$2,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning 7-9a														
CBS This Morning														
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 3	8	08/30/12	08/30/12	CBS This Morning	7-9a CM	7-9a		MTW----		---T---	:30	1	\$1,200.00	LV1 0.00 NM
		Week: 08/23/12	08/29/12	MTW----		2	\$1,200.00		0.00					
E 4	8	08/27/12	08/29/12	CBS This Morning	7-9a CM	7-9a		MTW----		---T---	:30	1	\$1,200.00	LV1 0.00 NM
		Week: 08/27/12	09/02/12	MTW----		1	\$1,200.00		0.00					
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 4	8	08/27/12	08/29/12	Live w/Kelly	CM	9-10a		MTW----		---T---	:30	3	\$800.00	LV1 0.00 NM
		Week: 08/27/12	09/02/12	Live With Regis & Kelly		1	\$800.00		0.00					
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 5	8	08/30/12	08/30/12	Live w/Kelly	CM	9-10a		MTW----		---T---	:30	1	\$800.00	LV1 0.00 NM
		Week: 08/23/12	08/29/12	MTW----		3	\$800.00		0.00					
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 6	8	08/27/12	08/29/12	8 News Now Noon M-F	CM	12-1230p		MTW----		---T---	:30	2	\$1,100.00	LV1 0.00 NM
		Week: 08/27/12	09/02/12	8 News Now Noon M-F		1	\$800.00		0.00					
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 7	8	08/26/12	08/26/12	Politics Now S Sebelius	CM	Various		MTW----		-----S	:30	1	\$1,000.00	LV1 0.00 NM
		Week: 08/23/12	08/29/12	Politics Now S Sebelius		(5:30 PM-6:00 PM)								
POLITICS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 7	8	08/26/12	08/26/12	Politics Now S Sebelius	CM	Various		MTW----		-----S	:30	1	\$1,000.00	LV1 0.00 NM
		Week: 08/20/12	08/26/12	MTW----		2	\$1,100.00		0.00					
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
E 8	8	08/27/12	08/29/12	8 News Now 4p M-F	CM	4-5p		MTW----		---T---	:30	2	\$1,300.00	LV1 0.00 NM
		Week: 08/23/12	08/29/12	8 News Now 4p M-F		1	\$1,000.00		0.00					
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/23/12	08/29/12	MTW----		2	\$1,300.00		0.00					
												Totals	14	\$15,000.00